

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
Stephen DULL et al.	)	Group Art Unit: 3624
	)	
Application No.: 10/804,720	)	Examiner: Brandi P. Parker
	)	
Filed: March 19, 2004	)	
	)	Confirmation No. 7513
For: BRAND VALUE MANAGEMENT	)	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

In reply to the Office Action mailed January 23, 2009, the response to which is due April 23, 2009, please amend the above-identified application as follows:

**Amendments to the Specification** are included in this paper, beginning on page 2;

**Amendments to the Claims** are reflected in the listing of claims in this paper, beginning on page 6; and

**Remarks/Arguments** follow the amendment sections of this paper, beginning on page 19.